Ideation Phase Define the Problem Statements

Date	7 September 2022		
Team ID	PNT2022TMID17788		
Project Name	Smart Lender - Applicant Credibility Prediction		
	for Loan Approval		
Maximum Marks	2 Marks		

Customer Problem Statement Template:

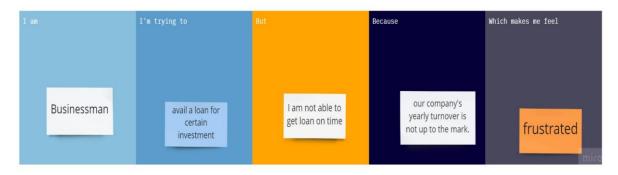
The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

l am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "Job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Example:





Problem	I am	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
PS-1	Student	Get an	I am not	I am	Upset
		education	sure	unemployed	
		loan	about my		
			loan		
			approval		
PS-2	Businessman	Avail a loan	I am not	Our	frustrated
		for certain	able to	company's	
		investment	get loan	yearly	
			on time	turnover is	
				not up to the	
				mark	